F7b. How many children (READ EACH ITEM) are currently living in your home?

    A. age 8 or under_____|_/_/_|
    B. age 9 to 11 _____|_/_/_|
    C. age 12 to 18 _____|_/_/_|

F8. What is the last year of school that you completed? (READ LIST)

    8th grade or less (up to 8 years)_____-1
    Some high school (up to 11 years) _____-2
    High school graduate_____-3
    Some college (community college, junior college)____-4
    Two-year college graduate _____-5
    Four-year college graduate _____-6
    Graduate school (no degree)_____-7
    Post-graduate _____-8
    Refused (Vol.)_____-9

F9a. Are you personally of Hispanic origin or descent, or not?

    Yes, of Hispanic origin_____-1
    No, not of Hispanic origin _____-2

    Not sure/Refused _____-3

F9b. Do you consider yourself white, African-American, Asian, Native American, or of another race?

    White_____-1
    African-American_____-2
    Oriental/Asian/Pacific Islander_____-3
    Native American/American Indian_____-4
    All other mentions (SPECIFY)

    _____ _____-5
    Not sure_____-6
    Refused _____-7

F10. Which of the following income categories best describes your total 1994 household income? I'm just looking for your best estimate. (READ LIST)?

$7,500 or less	-01
$7,501 to $15,000	-02
$15,001 to $25,000	-03
$25,001 to $35,000	-04
$35,001 to $50,000	-05
$50,001 to $75,000	-06
$75,001 to $100,000	-07
Over $100,000	-08
Not sure/refused	-09

Respondent Sex from observation:

Male	-1
Female	-2

That completes our interview. Thank you very much for your cooperation!

NOTE: VERIFY FIRST NAME ONLY – NO ADDRESS.

BUSINESS FIRMAGRAPHICS

F1. I just have a few final questions to help classify your answers. First of all, how long has your company been in business at this location? READ ONLY IF NECESSARY

Less than 6 months .... _____ -1
6 months to a year .... _____ -2   (ASK Q.F2)
1 to 2 years .... _____ -3

3 to 5 years .... _____ -4
6 to 10 years .... _____ -5   (SKIP TO Q.F4)
Over 10 years .... _____ -6
Not sure/refused .... _____ -7

F2. Did your company recently relocate or is it an entirely new, start-up business?

Moved locations recently .... _____ -1   (ASK Q.F3)

New/start-up business .... _____ -2   (SKIP TO Q.F4)
Not sure/refused .... _____ -3   (SKIP TO Q.F4)

F3. Where did your company move from? Was it from the same town, another part of Connecticut, or from outside the state?

Same town .... _____ -1
Another part of Connecticut .... _____ -2
Outside the state .... _____ -3
Not sure .... _____ -4

F4a. I'd like to read you a list of types of equipment. For each, please tell me whether your company has the equipment and relies on it heavily, has the equipment but does not rely on it heavily, or does not have the equipment. READ EACH ITEM

	Has, Relies	Has, Doesn't Rely	Doesn't Have	Not Sure
RANDOMIZE				
a. A telephone answering machine	_____ -1	_____ -2	_____ -3	_____ -4
b. Cordless phones	_____ -1	_____ -2	_____ -3	_____ -4
c. Cellular phones	_____ -1	_____ -2	_____ -3	_____ -4
d. Pagers	_____ -1	_____ -2	_____ -3	_____ -4
e. Fax machines	_____ -1	_____ -2	_____ -3	_____ -4
f. Autodialers	_____ -1	_____ -2	_____ -3	_____ -4

F4b. Approximately how many full-time employees work at this location?

/__/__/__/__/__/__/

F4c. How many telephone lines do you have coming into this location – and when I say lines, I mean telephone numbers not extensions? I'm just looking for your best estimate.

/__/__/__/__/__/__/

F4d. And do you have plans to add a new telephone line in the next 6 months, or not?

Yes _____ ____ -1
No _____ ____ -2
Not sure _____ ____ -3

F5. Approximately how many outgoing calls are made from your company in a typical day? Again, I'm just looking for your best estimate.

/__/__/__/__/__/__/

F6. Are there specific towns in Connecticut that you tend to call most frequently? (IF YES) Which ones?

_____

_____

_____

F7. And would you say that your business is local in scope, regional, national, or international in scope?

Local _____ ____ -1
Regional _____ ____ -2
National _____ ____ -3
International _____ ____ -4
Not sure/don't know _____ ____ -5

F8. What type of industry are you in?

_____

_____

_____

F9. And may I please have your title?

_____

_____

Respondent Sex from observation:

     Male .... _____ -1
     Female .... _____ -2

That completes our interview. Thank you very much for your cooperation!

NOTE: VERIFY FIRST NAME ONLY – NO ADDRESS.

Docket Filing Sheet

1) Filer Information:

Filer(s) Name: __Kathleen A. Carrigan__

Utility Name: __The Southern New England Telephone Company__

Filer Address: __227 Church Street, Rm. 1002__

__New Haven, Connecticut__

Contact Name: __Kathleen A. Carrigan__

Phone Number: __(203) 771-3802__

Fax Number: __(203) 771-6577__

2) Docket Number: __94-11-21__

3) Date __2/1/95__
Filed:

4) Utility Information:

Name: __The Southern New England Telephone__
__Company__

Industry: ☐ Gas ☐ Water ☐ CATV X Telcom Electric ☐

Case Type: ☐ Water Supply Plan ☐ Water Certificates ☐ CBYD ☐ Telcom Tariff
X Other. If so, brief description:
__Supplemental Response__

5) Type of Filing:
(Select Only One and respond to all items relating to that selection)

☐ a. Motion 1. Brief Description _____

2. Relevant Regulation/Statute: _____

☐ b. Docketed Correspondence Brief Description: _____

☐ c. Responses to Data Requests
List each Data Request Number being answered.

_____

☐ d. Pre-Filed Testimony

Over ➡

☐ e. Interrogatories Issued   Filer MUST Identify:

        1) Party or Intervenor Interrogatories are being directed to:

_____

        2) Indicate Interrogatory number using questioner's
           abbreviated name as a prefix. e.g. CL&P-1 through
           CL&P-4, OCC-1 through OCC-4, etc.

_____

_____

        3) Indicate Date Due: _____

X f. Responses to Interrogatories
        1) List each Interrogatory response by abbreviated prefix
          and number.
          <u>TE-22 Supplemental Response</u>_____

_____

☐ g. Late-Filed Exhibits   List each Late Filed Exhibit number being submitted
                 in this filing.

_____

_____

☐ h. Briefs

☐ i. Reply Briefs

☐ j. Exceptions

☐ k. Compliance Filing: _____
      Indicate Order #(s)   _____
☐ l. Other (Please Identify): _____

6) Is material included for which filer seeks protected status? Yes ☐ No X
  If so, is a Motion for Protective Order included? Yes ☐ No ☐

7) Indicate number of copies being submitted: <u> *Original +10* </u>
    Does it include bulk? yes ☐ no X
          If Yes, How many copies: _____

Draft: March 6, 1995

Industry Committee for 818 Relief - Contribution

Title:	818 NPA Exhaust Relief Plan
Source:	PageNet
Date:	March 6, 1995
Contacts:	Dodie Barr, Manager of Wireline Interconnection PageNet, Suite 600 4965 Preston Park Blvd Plano, TX 75093 (214) 985-2943, FAX (214) 985-6519 Greg Tedesco, Interconnection Programs Manager Air Touch Communications 2785 Mitchell Dr. MS 8-2 Walnut Creek, CA 94598-1601 (510) 279-6612, FAX (510) 279-6318
Distribution:	Pacific Bell and 818 NPA Relief Planning Workshop Attendees, et.al.

Abstract: This contribution introduces to the workshop the results of a survey commissioned by Ameritech in the Chicago IL area. The results of the survey demonstrates one perspective of the impact NPA relief plans have on certain end users.

708 AREA CODE RESEARCH

Key Research Findings From
Qualitative Focus Group Discussions

Prepared for:

Ameritech

April, 1994

I.   PURPOSE AND SCOPE OF QUALITATIVE RESEARCH

Ameritech commissioned Consumer Market Analysts (CMA) to conduct a total of nine (9) qualitative focus group discussions among Consumer, Small Business, Enhanced Business, Ameritech Cellular, and Cellular One Customers in the current 708 area code between Wednesday, March 30th and Tuesday, April 19th, 1994. The schedule for these nine (9) focus groups is shown in the table below:

708 AREA CODE RESEARCH			
SCHEDULE OF FOCUS GROUP DISCUSSIONS			
Group	Date/Time	Target Group	Location
1	Wednesday, March 30th 6:00 p.m.	Consumers	Arlington Heights
2	Wednesday, March 30th 8:00 p.m.	Consumers	Arlington Heights
3	Thursday, March 31st 7:30 a.m.	Small Business Customers	Arlington Heights
4	Tuesday, April 5th 11:30 a.m.	Enhanced Business Customers	Arlington Heights
5	Tuesday, April 5th 6:00 p.m.	Ameritech Cellular Customers	Arlington Heights
6	Wednesday, April 6th 7:30 a.m.	Small Business Customers	Chicago Ridge Mall
7	Wednesday, April 6th 6:00 p.m.	Consumers	Chicago Ridge Mall
8	Wednesday, April 6th 8:00 p.m.	Consumers	Chicago Ridge Mall
9	Tuesday, April 19th 6:00 p.m.	Cellular One Customers	Chicago

Participants recruited for the four (4) group discussions among Consumers were selected randomly from targeted areas, obtaining a "mix" of Consumers based on city, age and gender. Based on recruiting specifications, it was also ensured that participants were "the person within the household who is most knowledgeable about their telephone usage."

Participants recruited for the two (2) group discussions with Small Business Customers and the one (1) group discussion with Enhanced Business Customers were selected randomly from a list provided by Ameritech. It was ensured that participants were qualified as "the person within the company who is primarily responsible for the decision-making and management of their company's telephone service."

Finally, participants recruited for the two (2) group discussions with Cellular Customers were selected on a random basis from lists provided by Ameritech Cellular and Cellular One. CMA confirmed that recruited participants were "the person in the household with a cellular phone." In addition, the focus groups among Cellular Customers also included Business Customers.

Each group discussion lasted approximately ninety (90) minutes. Consumers and Cellular Customers were each paid an honorarium of $50.00, and Small Business Customers and Enhanced Business Customers were paid $75.00 each for their participation.

The primary objective of these group discussions was to gather information from Consumer, Business, and Cellular Customers regarding their experience with the 708 area code addition, and to obtain their reactions to four potential options for adding a new area code in the current 708 area code region. It should also be noted that the four options presented to focus group participants were rotated, so that they were not presented in the same order for each group. The information gathered from this qualitative research will be utilized by Ameritech in the decision-making process for 708 NPA relief.

This qualitative research report presents the key findings among Consumers on pages 4 - 6, followed by the key findings among Small Business and Enhanced Business Customers on pages 6 - 8, and results among Cellular Customers on pages 8 - 11 of this report.

Nature of Focus Group Discussions/Limitations

As a primary research tool, focus group discussions serve an excellent purpose in conducting exploratory research, allowing the opportunity to explore a number of key issues in-depth with qualified members of select groups.

In general, focus group discussions are recognized as an excellent research tool for obtaining qualitative information about a market, a target group's behavior, attitudes or opinions, or motivations concerning complex issues, such as telecommunications. As such, the results of focus group discussions are considered to be suggestive of a target group's opinions, attitudes, behavior or preferences. These findings are not conclusive in and of themselves.

II.   KEY FINDINGS - CONSUMERS

Reactions and Experience With 708 Area Code Addition

■   Overall, Consumers felt that the transition to the 708 area code proceeded relatively smoothly. Several customers commented that they were *"well informed"* and that *"there was a transition period, where calls went through regardless of whether 312 or 708 was dialed."* Some Consumers also remarked that *"it was hard to understand at first"*, but that they are used to the new area code now and are generally aware of which areas are in the 312 and 708 area codes. In addition, some customers also perceived that calls placed to the 312 area code are now toll calls (more expensive).

■   Consumers also felt that Illinois Bell and Ameritech provided adequate lead time and advance notice of the change in order for customers to prepare for the new area code. The only suggestion offered to Illinois Bell and Ameritech was to *"have a recording that gives the new area code after the transition period ends, for people calling from out of the area."*

■   *"Television"*, *"newspapers"*, *"notice with telephone bill"*, *"word-of-mouth"* and *"magazines"* were the main sources mentioned by Consumers for becoming aware of the new area code.

■   Nearly all Consumers also seemed to understand that the reason for the 708 area code addition was due to *"running out of telephone numbers."*

■   A few Consumers mentioned they were aware of other regions of the country which have already experienced or will be adding new area codes.

■   When asked what would be the most important considerations for a potential new area code addition in the current 708 area code region, several customers suggested *"using existing county or city boundaries that are recognizable"* in determining a new area code region. Other recommendations included *"provide advance notice"*, *"give us plenty of time to prepare"*, *"advertise"* and *"send maps with telephone bills."*

Reactions to Option A: Full Split

■   After describing Option A, or the "Full Split" option, Consumers' initial reactions to this option centered on timing. That is, customers felt that *"having to add a new area code every four to five years is too frequent"* and suggested coming up with an option with *"a longer life span of 10 - 15 years."*

■   The primary advantages cited for Option A were that *"we're used to this system"* and *"not everyone would have to change their area code."*

■ The disadvantages Consumers identified about this option related to *"the length of time a new area code would last before having to change again."*

Reactions to Option B: Overlay With 7-Digit Dialing Within Area Codes

■ Consumers' initial reactions to an overlay with 7-digit dialing within area codes (Option B) were negative. This option seemed confusing since *"there would be no geographical reference for the new area code"* and because *"a new line in your home could have a different area code."* A few customers commented that this option *"would be like changing your phone number to a 10-digit number"* and that *"it would mean basically dialing 10-digits for all calls."* One customer even remarked, *"10-digit dialing is inevitable."*

■ Some of the advantages cited for Option B included, *"current 708 customers wouldn't have to change their area code"*, *"it facilitates easier area code introductions in the future"*, and *"it allows for growth potential for telephone systems."*

■ The primary disadvantage Consumers associated with this option, was that *"there would be no way to visualize which areas have a certain area code."* Other perceived negative aspects of Option B were *"confusion with a single household having more than one area code"*, *"not knowing which area code to ask for when calling Directory Assistance"*, *"having to learn 10-digit telephone numbers"*, and *"it would be difficult for the elderly/children."*

Reactions to Option C: Overlay With Mandatory 10-Digit Dialing for All Calls

■ Consumers' reactions to an overlay with mandatory 10-digit dialing for all calls were generally positive. Once it was explained to Consumers that there would be 10-digit dialing for all calls in the near future, these customers felt that Option C *"would get you used to dialing 10-digits"*, *"it would be fine once you get used to it"* and that *"this would be the easiest option if there would eventually be several different area codes in a given area."*

■ Most Consumers who were in favor of this option also felt that it would be important for the entire country to be on a 10-digit dialing basis, for consistency. Several customers also commented that with this option, *"the term 'area code' is no longer relevant"*, since area codes would no longer define a certain geographical area.

■ The primary advantages associated with Option C were, *"people with established telephone numbers would not have to change their area code"*, *"it offers consistency since all calls would be 10-digits"*, *"you wouldn't have to worry about more area code additions"*, and *"it would just be like having an extra prefix."*

■   Some of the perceived disadvantages of this option, were, *"you wouldn't know where you're calling"*, *"it would be confusing for people moving into the area/elderly/children"* and *"you would have to dial 10-digits for every call."*

Reactions to Option D: Overlay With New Area Code for Cellular, Wireless and Pager Service

■   Of the 33 Consumers who participated in the group discussions, 13 mentioned they had a cellular phone or a pager.

■   Consumers' initial reactions to the overlay option with the new area code being assigned to cellular, wireless and pager customers were mixed. While some customers felt this option *"would affect the least amount of people"* and would be the *"least disruptive"* of the four options, others felt that *"it's just a band-aid and it postpones the inevitable"* (i.e., 10-digit dialing) and that *"four to five years isn't long enough."*

■   The specific advantages cited for Option D included, *"it inconveniences the least amount of people"*, *"current 708 customers would keep the same area code"*, *"it would be easy to remember when to use the new area code"*, and *"it would allow more time to adjust to the inevitable"* (i.e., 10-digit dialing).

■   The primary disadvantage that Consumers associated with this option was timing -- *"It's not far-reaching enough/doesn't last long enough."* Other concerns related to taking cellular phones to a dealer for reprogramming and also the potential cost associated with having their cellular phone reprogrammed. One customer also cited their home and cellular phone having two different area codes as a disadvantage.

II.   **KEY FINDINGS - SMALL BUSINESS/ENHANCED BUSINESS CUSTOMERS**

Reactions and Experience With 708 Area Code Addition

■   In general, Business Customers felt the addition of the 708 area code was executed well. The consensus among Business Customers was that they were given adequate notice of the change and that they are accustomed to the new dialing patterns.

■   The main concern voiced about the addition of the 708 area code related to the expense associated with reprinting letterhead and business cards. Some customers were also concerned about their customers being able to reach them.

■   Most Business Customers became aware of the new area code addition through *"information included with the telephone bill"*, *"the newspaper"*, *"radio"*, or *"television."*

- Business Customers were also aware that the reason for the new area code was due to *"a shortage of telephone numbers"* and *"growth."*

- A few Business Customers were also aware of other regions of the country which have added or are about to add new area codes.

- When asked what would be the most important considerations for adding a potential new area code in the 708 area code region, *"plenty of advance notice"* was the number one recommendation. Most Business Customers seemed to feel that six months would be adequate for their business to prepare for a new area code. Some customers also suggested defining geographic boundaries that are *"easily recognizable"* -- such as county or city boundaries.

Reactions to Option A: Full Split

- Business Customers' initial reactions to Option A, the "Full Split" option, were that *"it doesn't last long enough."* Again, these customers were concerned about having to reprint letterhead and business cards, and recommended a solution which would last longer -- potentially up to 10 years. Some customers also felt it would be *"confusing"* to have several different area codes in a given area and that *"it would be difficult to know which area code to use."*

- Business Customers were unable to cite any advantages associated with this particular option.

- The primary **disadvantages** Business Customers cited about Option A centered on timing -- *"four to five years is a short window."*

Reactions to Option B: Overlay With 7-Digit Dialing Within Area Codes

- There was a consensus among Business Customers that an overlay with 7-digit dialing within area codes (Option B) would be *"confusing"* and that *"no one would know how to dial for each call."*

- The only advantage cited for this option was that *"current 708 customers wouldn't have to change their area code or printed materials."*

- Several **disadvantages** were mentioned for Option B, including *"a household or business could have more than one area code"*, *"it would be a problem when calling Directory Assistance"* and *"it would be difficult to know where you are calling."* A few Business Customers were also concerned that reprogramming their PBX equipment would be difficult and/or expensive.

Reactions to Option C: Overlay With Mandatory 10-Digit Dialing for All Calls

■   Reactions to Option C -- an overlay with mandatory 10-digit dialing for all calls
    -- was also received negatively among Business Customers. They felt "10-digits
    is too many numbers to dial for every call", "it would be a problem to figure out
    which area code to dial" and maintained that "It's important to have a
    geographic reference in order to know where you're calling." Some Business
    Customers voiced concerns about Directory Assistance and were confused
    about how Directory Assistance would be managed in an overlay plan.

■   Business Customers were unable to identify any advantages associated with
    this option.

■   The primary disadvantage associated with Option C was "not having a
    geographic boundary to know where you're calling." Other perceived negative
    aspects of this option related to "new businesses being at a disadvantage, since
    people could identify less established business by their area code" and "10-
    digits is too many digits to dial."

    Reactions to Option D: Overlay With New Area Code for Cellular, Wireless and
    Pager Service

■   Of the 20 Business Customers, over half (n = 13) indicated they have a cellular
    phone or pager.

■   Reaction to Option D -- overlay with new area code for cellular, wireless and
    pager service -- was positive among Business Customers.

■   Several advantages were associated with this option, including: "no effect on
    landlines", "a smaller group of people would be affected" and "most businesses
    wouldn't have to do any reprinting."

■   The only disadvantage identified for Option D was concern about possible
    charges for reprogramming.

III.   KEY FINDINGS - CELLULAR CUSTOMERS

    Reactions and Experience With 708 Area Code Addition

■   For the most part, Ameritech Cellular and Cellular One Customers had positive
    feelings about the 708 area code addition. Several of these customers
    mentioned that they were "notified far in advance" which gave them time to
    prepare for the new area code.

- The only concerns voiced by some Cellular Customers about the new area code was that they believed the 708 area code addition *"would impact rates"* when they first learned about the change and also commented about the *"expense and aggravation of changing stationary."*

- *"Information included with the telephone bill"* was the primary Information source Identified by Cellular Customers for becoming aware of the new area code. Other sources of awareness Included *"television"* and *"newspaper."*

- As with Consumers and Business Customers, Cellular Customers understood *"population growth"* and *"running out of numbers"* to be the primary reasons for adding a new area code.

- For the most part, Cellular Customers were also aware that new area codes are being added In other areas of the country.

- Based on past experience with the 708 area code Introduction, Cellular Customers indicated that the most Important considerations for adding another area code In their area would be to *"have a clear geographic boundary"* and to *"provide plenty of advance notice."*

Information on Usage of Cellular Phones

- The majority of Cellular Customers Indicated they primarily use their cellular phone for personal or safety/security purposes, while some customers also mentioned that the primary use of their cellular phone is for business. As would be expected, Business Customers indicated the majority of their cellular phone usage Is for business purposes.

- Most Ameritech Cellular and Cellular One Customers reported that the vast majority of their calls are <u>outbound</u>, and only a small proportion of calls are <u>Inbound</u>.

- Cellular Customers agreed that nearly all of their calls are placed by dialing only 7-digits.

Reactions to Option A: Full Split

- In general, Cellular Customers did not react favorably to a "Full Split" (Option A). These customers felt that *"four to five years is a short time"* and recommended *"splitting 708 several times at once to make it last longer."* Several customers also stressed that it would be Important to create *"clear geographic boundaries"* and that *"it would be expensive for businesses to order new letterhead and business cards."*

- Cellular Customers were unable to identify any specific advantages associated with this option.

- The primary reason these customers did n̲o̲t̲ find this option appealing is because *"It wouldn't last long enough"* and because there seemed to be a sense of skepticism in terms of rates not changing.

Reactions to Option B: Overlay With 7-Digit Dialing Within Area Codes

- Option B (overlay with 7-digit dialing within area codes) was not well received by Cellular Customers. Customers' initial reactions to this option were that *"it would be extremely difficult and confusing."*

- The only advantage identified with this option is that *"current customers would keep the same number."*

- The primary reasons Cellular Customers did not find Option B appealing were due to *"confusion"* and because *"you wouldn't know where someone is located by their area code."*

Reactions to Option C: Overlay With Mandatory 10-Digit Dialing for All Calls

- Although Cellular Customers did not react favorably to Option C (overlay with mandatory 10-digit dialing for all calls), most of these customers seemed to agree that this option would offer *"consistency"*, since all calls would be placed on a 10-digit basis.

- Again, these customers were unable to cite any advantages with this option.

- As with option B, Option C did not appeal to Cellular Customers because there would be no geographic reference for the new area code. As one customer stated, *"there would be no rhyme or reason for which area code you're calling."* A few customers also felt that *"10-digits is too many numbers to dial for every call."*
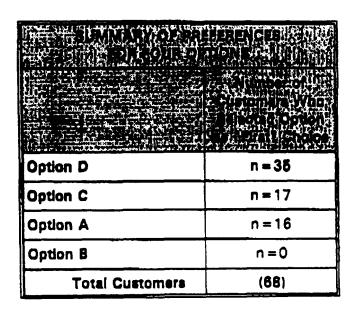
Reactions to Option D: Overlay With New Area Code for Cellular, Wireless and Pager Service

- Reactions to Option D were generally f̲a̲v̲o̲r̲a̲b̲l̲e̲. Having an overlay with the new area code assigned to cellular phones and pagers seemed appealing to the Cellular Customers participating in these group discussions.
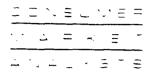
■   The primary advantage perceived with this option centered on *"knowing when to dial the new area code."* Cellular Customers indicated they are usually aware of when they are calling a cellular phone or pager, and thus, would know when to dial the new area code. Several customers also preferred this option because *"it would not affect home or business telephone numbers."*

■   Some of the disadvantages associated with Option D included *"charges for reprogramming cellular phones"* and that *"some business people would have to reprint their business cards if their cellular phone number is printed."* However, the majority of customers agreed that having their cellular phone reprogrammed to a new area code would be less inconvenient than changing their home or business telephone.

IV.   PREFERENCE OF FOUR OPTIONS

■   Toward the end of the group discussions, Consumers, Business Customers and Cellular Customers were asked to rank-order the four options which were discussed regarding new area code additions.

■   Of these 68 customers, 35 chose Option D (overlay with new area code for cellular, wireless and pager service) as their first choice, 17 selected Option C (overlay with mandatory 10-digit dialing for all calls) as their first choice, Option A (full split) was ranked number one by 16 participants, and no participants ranked Option B (overlay with 7-digit dialing within area codes) as their first choice. These results are summarized in the table below:

SUMMARY OF PREFERENCES FOR FOUR OPTIONS	Number of Customers Who Chose Option As First Choice
Option D	n = 35
Option C	n = 17
Option A	n = 16
Option B	n = 0
Total Customers	**(68)**

- The primary reasons given by the 35 customers who favored Option D included, *"it's the quickest solution"*, *"it inconveniences the least amount of people"*, *"would rather have mobile phone reprogrammed than change home or business phone number"* and *"we need more time to get used to 10-digit dialing."*

- Option C was favored by 17 customers as their first choice -- primarily because *"It's (10-digit dialing is) inevitable"*, *"it lasts the longest"* and because *"It offers consistency -- everyone would dial 10-digits for all calls."*

- Finally, the 16 customers who preferred Option A as their first choice believed <u>it was important to have a geographic boundary as a reference to know which area code to dial</u>. Some customers also mentioned they preferred Option A because of their experience with the 708 area code addition -- *"It was handled well and went smoothly."*

CONSUMER
MARKET
ANALYSTS

708/312 Area Code Quantitative Research:
Consumers, Cellular Users and Business Customers

Summary Report

Prepared for:

Ameritech

June, 1994

TABLE OF CONTENTS

INTRODUCTION

Purpose and Scope of Research

Ameritech commissioned Consumer Market Analysts to conduct a study among Consumer and Business Customers in the Metropolitan Chicago area for the primary purpose of determining their preference between two options for a future area code addition and to obtain their input on various issues related to new area code additions.

The results of this research will guide Ameritech in implementing future area code additions and will support public information and education efforts.

Research Design and Methodology

Three target populations were surveyed as part of this research: Consumers, Businesses and Cellular Customers. A brief methodological summary follows for each of these groups.

Consumers

Telephone interviews were conducted with a random sample of 803 Consumers. The sample for this research was stratified into two groups: Consumers living in the 708 area code and (n = 401) and Consumers residing in the 312 area code (n = 402).

Independent, random samples were drawn within each target group, and interviews were randomized across surveyed communities. Interviews among Consumers were conducted between April 21st and April 30th, 1994.

Based on a total sample of n = 803, the sampling error tolerance at the 95% confidence level is ±3.5%, with a sampling error of ±5.0% on subsamples of n = 400. In addition, a gap of 7% is indicative of a statistically significant difference (at the 95% confidence level) between Consumers in the 708 area code, versus those in the 312 area code (for subsamples of size n = 400).

Cellular Customers

Interviews were completed with 440 Cellular Users. A sample of 200 cellular customers was provided by Ameritech Cellular in June, and 174 of these customers reported having a cellular phone. The remaining 266 interviews with cellular customers were Consumers in the random sample who indicated they had a cellular phone.

Based on a total sample of $n = 440$, the sampling error tolerance at the 95% confidence level is ±5.0%.

Business Customers

A total of 200 Business Customers who are responsible for the decision-making and management of their company's telephone service were interviewed by telephone. All Business Customers surveyed were located in the 708 area code.

Telephone interviews among Business Customers were conducted between April 29th and May 5th, 1994.

Based on a total sample of $n = 200$, the sampling error tolerance at the 95% confidence level is ±7.1%.

Report Format

This report encompasses three parts: 1) "Key Findings", 2) "Detailed Research Findings" among Consumers, Cellular Customers and Businesses, and 3) complete "Summary Tables", showing the survey results for each of the three target populations.